

Our Great September Sale of Bedding, Towels, Linens

WITH the greatest stock of Blankets and Bedding in general ever assembled under this roof—incidentally, the biggest stock in Richmond—we are ready to launch our famous September Sale of Bedding to-morrow morning. We are also ready to

Save You From 25% to 50% Over the Prices Obtaining in Other Stores

Way back in January, almost a year ago, at the first intimation of a rise in market prices, our buyer was sent to the mills with instructions to fathom the future. He made no mistake, surely, when he placed his orders for what is now in volume, numbers and the maintaining of Quality, the most mammoth stock and the best diversified showing of Bedding to be found even in this part of the State.

Most assuredly this is the time for everybody—Housekeepers, Newly Weds, Lodging Houses, Hotels, Colleges—to buy at old prices and to obtain Old-Time Quality against the steadily increasing prices. Come at least to inspect what is in store for to-morrow.

California All-Wool Blankets

—What better evidence of the importance of this sale than this opportunity to obtain these High Grade Blankets of best selected yarn, in White, Gray and Beautiful Plaid Patterns, easily worth \$1.50 to \$2.00 more than we ask. In other words, our price to-morrow, per pair, will be

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| Fine Woolnapped Blankets
—The 11-4 size, of good weight, bearing the warmth of wool and finished with pink and blue borders. Pair..... | Cotton Fleece Blankets
—These are known as cot size, and will be found in White, Gray and Tan. Pair..... |
| Heavy Woolnapped Blankets
—Here you will give due consideration to the extra size and the fancy borders. Pair..... | Cotton Fleece Blankets
—These are in double bed size. Choice of White, Gray and Tan. Pair..... |
| Wool-Finished Blankets
—The good warm kind, in the 11-4 size, with rich ribbon binding. Pair..... | |
| California Wool Blankets
—“Extra fine” doesn’t begin to describe these 5-pound Blankets, with their beautiful fancy borders. Pair..... | |
| High Grade Wool Blankets
—An assorted lot of Wool Blankets—really, we might call them exclusive—made with the greatest of care and especially desirable by reason of their wearing qualities. 11-4 and 12-4 sizes, per pair..... | |
| Plain and Fancy Blankets
—Couldn’t begin to describe them. Wonderful variety since prices range up to | |

Bleached Pillow Cases at 9c

—If you would know the real value of these Pillow Cases, simply compare them with what are shown elsewhere—at much more money. Goodness stands out all over them, and all come 42x36 inches. While they last to-morrow, each

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| Linen-Finished Pillow Cases
—Extra heavy weight, 42x36 and 45x36 inches in size. Sale price, each..... | Utica Bleach Sheets
—The famous old brand, 15x50 inches; hand torn and hemmed. In this sale..... |
| Bleached Sheets at 39c
—Another banner attraction: 72x90 inches, with reinforced center seam..... | Heavy Linen-Finished Sheets
—The welded seam and the size—76x90 inches—are worthy features. Each..... |

Bonney Cortex Crib Blankets, Assorted Patterns, 39c

The COHEN CO.
THE DAYLIGHT STORE OF RICHMOND, INC.
Hereafter the Store Will Close Daily at 6 P. M.

New Comforts At Last Year's Prices

It is an axiom that our retail prices are fully as cheap as those prevailing in the wholesale centers. Not only is this true, but it must also be taken into consideration that our regular Standard of Quality is faithfully maintained without deviation, though wonderful advances have taken place in cotton fillings and Silkoines, labor and raw materials within the past few months.

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| DOUBLE BED COMFORTS , filled with soft cotton and covered with beautiful silkoline. 98c at..... | DOUBLE BED COMFORTS , with laminated cotton filling range from \$1.50 and \$1.70 to..... |
| DOUBLE BED COMFORTS , filled with fine white cotton are very special in this sale..... | LAMB'S WOOL COMFORTS , in the double bed size, with dainty coverings, are special at..... |

Silk Comforts Range Up to \$18.00

Sale of Bed Spreads

—For the opening of this Sale we have provided a lot of Satin and Crochet Bed Spreads, in assorted patterns, featuring Fringed and Scalloped effects, in various qualities. We might easily evade the fact that slight imperfections stamp these as “seconds.” Nevertheless, to-morrow’s prices insure you an average saving of 33-1-3%. Buy these at \$1.39 to.....

Instructive Window Exhibit, Showing Every Process in the Manufacture of a Modern Blanket

—While no loom or other mechanical device will be introduced in connection with this demonstration, it will, nevertheless, prove of interest to note the various stages of manufacture employed in the construction of a Wool Blanket—such as you will find in this sale—from the time the wool is sheared until the Blanket reaches your bed.

Bath Robe Blankets

—Not too early to reflect on Christmas requirements, is it? At least, these Fancy Woolnapped Bath Robe Blankets and Comforts will not last long at the prices that follow. An assortment of light and dark colors—average size 64x78 inches. Sale prices \$1.70 and.....

TWO things at least are important when you think of this sale of Towels and Linens. First, the prices are from a quarter to a half lower than the lowest prices elsewhere for similar qualities. Secondly, every item is fresh and seasonable.

Lines Were Contracted For a Year Ago

Not only do these values divine important economies for the moment, but they magnify themselves many fold when you stop to consider that prices are bound to continue to rise until finally an absolute shortage must be reckoned with. Many women will consider their Thanksgiving needs in this sense, and an equal number, we presume, will look forward to the Christmas season and profit by the September Sale prices to-morrow. Think of being able to buy good Huck Towels for Seven Cents—and yet this is only an example of Cohen Economies in passing.

100 Doz. Huck Towels, each 7c

—Large, absorbent kind, 18x36 inches, of extra fine quality, with red borders. Just the Towel for rooming houses and hotels. To-morrow, each.....

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| Bleached Bath Towels
—Usual 25c values of two-ply thread and extra weight, fully guaranteed to give durable wear. One dozen to-morrow for..... | Satin Damask Towels
—These are 22x41 inches, with hem-stitched ends and large reef monogram designs. Or you may have them in Fleur de Lis, Rose, Pansy or Clover patterns. Exceptional dollar values for..... |
| Fine Linen Huck Towels
—Those much wanted kinds, 18x36 inches in size, with spoke stitched ends and rich satin borders. The fine texture and weight are features in their favor. The price..... | Fancy Bath Towels
—Here we refer to beautiful Bath Towels, in colored effects, for fancy work, featuring stripes and plaids in Pink, Lavender, Blue and Yellow, 19x38 inches in size. Choice while they last..... |
| Good 50c Guest Towels
—The woman who knows most about these fine Towels will buy generously at to-morrow’s price. Made of fine all linen Huckaback, 15x21 inches, with hemstitched ends and a monogram design. Better ask for these before..... | Jacquard Bath Towels
—A variety of colorings and styles that is almost legion gives rise to a diversity of colored borders, in Green, Lavender, Pink, Gold and Blue. Majority in monogram designs. September Sale price..... |

All-Linen Scotch Damask

—Need we look any further for a better reason for attending this sale? Observe the heavy weight and take into consideration that this Damask is made of pure flax, is 70 inches wide and comes in many new and beautiful designs. A standard \$1.39 quality reduced to.....

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| Plain Satin Damask
—70 inches wide, with a rich satin finish, and of a weight specially suited to fancy work. Only a limited quantity. \$1.98 per yard..... | Sale of Odd Napkins
—About 50 dozen all linen Irish Napkins in at least five different designs, with a fast edge—22x22 inches—usually \$5.00 a dozen will be closed out..... |
| Pattern Tablecloths
—Yes, in addition to the five beautiful designs to choose from these Fine Irish Linen Table Cloths have Napkins to match..... | All-Linen Tray Cloths
—Damask patterns in several different designs with hemstitched ends add interest to the fact..... |
| 68x68-inch Cloths | Turkish Bath Mats
—What have you generally paid for such heavily embossed 24x42-inch Bath Mats? Choose from Pink-and-White and Plain White with the word “Bath” in the center—but get here early for..... |
| 68x86-inch Cloths | |
| 68x104-inch Cloths | |
| Napkins 21x21 inches will be sold at..... | |



Madeira Eyelet and Scalloped Pillow Cases

—Here we come to an item that should crowd the department all day. 45x36-inch Pillow Cases, made of heavy grade linen finished sheeting, exactly reproducing the all-linen Cases that sell for \$2.00. Each Case is finished with a scalloped edge and embroidered bow-knot in spray and round Madeira eyelet designs. Even the large quantity to be placed on sale to-morrow will go early at choice.....

Scalloped Mercerized Table Damask Covers

—Round designs are further enhanced with fast color scallop work in Blue, Gold, Pink and White. Each Cover measures 44x71 inches. Little short of wonderful.....

Mercerized Table Damask

—A high grade Cloth with a very high finish, and 60 inches wide. The superior weight insures long wear and satisfactory service. Per yard.....

Mercerized Tea Napkins

—For the opening of the sale we have provided 100 dozen Mercerized Tea Napkins in five different patterns, 15x15 inches in size. Prudent shoppers will be early buyers at, dozen.....

Hemstitched Tea Napkins

—These also measure 15x15 inches and come in five different designs. Why pay \$5.00 a dozen when these may be had to-morrow at.....

Fancy Linen Scarfs and Centers

—One of the stellar attractions to-morrow. Designs embrace Japanese Drawn Work, Flowered Cretonnes and Plain Linens, trimmed with lace and insertion. Choice.....

City's Greatest Sale of Home Furnishings

YOU may pick out any item in this great sale of Home Furnishings and then reason with yourself that Cohen's price to-morrow and during this sale is anywhere from 15 to 45 per cent under the prices generally prevailing at this time. In fact, our prices are so low that no margin for comparison is allowed to remain.

PLANNING a sale of this sort, in face of the condition that now dominates the activity of the market, proves no small task. To know that we are ready to maintain our previous reputation, deservedly earned, and to realize that we are able to supply what other stores find impossible to furnish is gratifying indeed. Only a partial list of the values is published.

IMPORTANT, also, is the interest that will naturally attach to the announcement that our re-arranged and enlarged Home Furnishings Department will have as its inaugural event this great sale. The sale will be confined to the third floor departments and extra sales people will be available to meet every demand.

Bear in Mind, Cohen's Prices Are 15 to 45 Per Cent. Below Those Prevailing Elsewhere



Seamless White Enamelware

—This ware comes triple coated on sheet steel, and you will note that all covers are also enameled and of FIRST QUALITY. The following items, worth \$1.00, are very special considering the large sizes and the fact that each piece is a “first,” at.....

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| 14-quart Dish Pans | Choice 69c Monday |
| 10-quart Seamless Water Pails | |
| 3-quart Seamless Coffee Pots | |
| 8-quart Seamless Berlin Kettles | |
| 6-quart Seamless Berlin Kettles | |
| 6-quart Seamless Sauce Pans | |
| 2-quart Seamless Double Rice Boilers | |
| Folding Ironing Board
Each board is collapsible, and comes well made, throughout with an iron ratchet. In this September Sale at..... | Scales
Dependable Family Scales that will weigh by ounces up to 24 pounds, nicely finished, sale price..... |
| Chair and Ladder
An every day necessity is this Combination Chair and Step Ladder that is strongly made and presented with the natural varnish finish at..... | Percolator
8-cup Aluminum Coffee Percolator. That would ordinarily retail at \$1.25, are now offered..... |
| Ham Boilers
The feature of these Ham Boilers is the extra large size, and the fact that each comes with a grate. Sale price..... | Bread Mixer
The illustration tells the story. One of these Mixers, 4-loaf capacity, is now offered at..... |
| | Coffee Mill
A Coffee Mill and Canister combined, shown in beautiful crystal glass, will grind and pulverize..... |



Bath Room Fixtures

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| OPAL BARS , 30-inch size, 1-inch thick with white posts; \$3.00 value, for..... | WASH BOILERS
No. 8 of extra heavy polished tin, and provided with a copper bottom; good \$2.00 values, for..... |
| TOWEL BARS of Crystal Glass, 18-inch size, 1-inch thick with solid brass posts; \$1.50 value, for..... | Mix Bowls
A set of Yellow Mixing Bowls, in five different sizes, as illustrated, will be sold to-morrow..... |
| TOWEL BARS , same as above but 30-inch size, worth \$2.00, for..... | Bread Boxes
Under the head of Japanned Tin and Galvanized Ware we offer these Ventilated Bread Boxes that are extra well made at..... |
| NICKEL TOWEL BARS , in the 18-inch size, instead of 75c, at..... | Save on Jars
The famous E-Z Seal Jars, in the pint size, do..... |
| NICKEL TOWEL BARS , in the 24-inch size, worth 75c, for..... | Bread Box
Roll Top Bread and Cake Boxes of white enamel ware, fully ventilated..... |
| COMBINATION Tumbler and Soap Holder that comes nickel plated on solid brass—\$1.50 value, for..... | Japanned Dust Pans with a covered top and wire handle..... |
| TUMBLER HOLDERS , made of solid brass and nickel plated. Special at..... | |
| COMBINATION Tumbler and Tooth Brush Holder , made of solid brass, to hold four brushes and a tumbler..... | |
| BATH ROOM SHELVES in crystal glass complete with nickel plated brackets; 18-inch size..... | |
| BATH TUB SEATS , in white enamel, to fit any size tub; \$1.00 value, for..... | |
| BATH ROOM STOOLS , in white enamel, extra strong with rubber tipped feet..... | |
| MEDICINE CABINETS , in white enamel with large French plate bevel mirror door and two metal shelves; instead of \$5.00, will go at..... | |



Tea Kettles

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| Boilers
A lot of Wash Boilers, of extra heavy galvanized iron with wood handles, 98c..... | Sweepers
The famous Bissell's Standard Carpet Sweepers with fine bristle brushes and regularly worth \$2.50, at..... |
| WASH BOILERS
No. 8 of extra heavy polished tin, and provided with a copper bottom; good \$2.00 values, for..... | Bread Boxes
Under the head of Japanned Tin and Galvanized Ware we offer these Ventilated Bread Boxes that are extra well made at..... |
| Mix Bowls
A set of Yellow Mixing Bowls, in five different sizes, as illustrated, will be sold to-morrow..... | Japanned Dust Pans with a covered top and wire handle..... |
| Bread Boxes
Under the head of Japanned Tin and Galvanized Ware we offer these Ventilated Bread Boxes that are extra well made at..... | |
| Save on Jars
The famous E-Z Seal Jars, in the pint size, do..... | |
| Bread Box
Roll Top Bread and Cake Boxes of white enamel ware, fully ventilated..... | |
| Japanned Dust Pans with a covered top and wire handle..... | |



Cedar Oil Mop

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| Cedar Oil Mop
Hayden's Cedar Oil Mop are treated with Cedar Oil Polish combined with polishing wax. September sale price..... | Casseroles
These beautiful nickel plated Casseroles with brown fireproof insets, in the 8-inch size are worth every cent of \$2.00, but will go to..... |
| Sweepers
The famous Bissell's Standard Carpet Sweepers with fine bristle brushes and regularly worth \$2.50, at..... | Steam Cookers
A three-compartment Cooker that will cook three different articles at one time, and also save time and fuel..... |
| Bread Boxes
Under the head of Japanned Tin and Galvanized Ware we offer these Ventilated Bread Boxes that are extra well made at..... | Rice Boilers
1-quart size..... |
| Save on Jars
The famous E-Z Seal Jars, in the pint size, do..... | Omelette Pans
This lot of double Omelette Pans will be found in aluminum ware, and are worth \$1.50. Sale price..... |
| Bread Box
Roll Top Bread and Cake Boxes of white enamel ware, fully ventilated..... | Garbage Cans
Heavy weight galvanized iron; large size with a tight fitting cover..... |
| Japanned Dust Pans with a covered top and wire handle..... | Ash Cans
These Cans come in the 17-gallon size with cover. Sale price..... |

L. & G. Gray Enameled Ware

No introduction is necessary in this connection, and though the following items are classed as “seconds,” the imperfections in most cases are too slight to reckon with. Each piece is triple coated on sheet steel.

100 Roasters at 69c

Each of these Roasters is in the 12-pound Turkey Size and comes with an inner grate in the bottom pan to prevent scorching, and is self-basting. Orders filled while they last.....

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| L. & G. Dish Pans
14-qt. L. & G. Dish Pans..... | Alcohol Stoves
Ekko Alcohol Stoves are offered complete in this sale at..... |
| Berlin Kettles
5-quart size..... | Electric Irons
6-pound Westinghouse Electric Irons, complete with a detachable cord. The heating element is guaranteed for ten years. Sale price..... |
| Tea & Coffee Pots
1-quart size..... | Famous Duplex Fireless Stoves
Cook the entire meal, bake, roast and stew; 30 in. long, 15 in. wide, 15 in. high; cooking capacity 20 quarts. Equipment consists of four aluminum cooking vessels, one 12-quart, one 4-quart, two 2-quart, three large baking and roasting disks, disk lifter, folding baking rack, aluminum mat and Duplex Cook Book..... |
| Wringers
The regular family size, with hard rubber rollers and good metal cooking parts. Price..... | Oyster Fryers
These Oyster Fryers are shown complete with a wire basket, and are very special at..... |
| Food Choppers
These Choppers come complete with four knives and will cut raw meat, nuts, vegetables, etc. \$1.00 value, in this sale for..... | |
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